

Central Hollywood
Coalition
Board of Directors

★★★

Carol Massie
President
McDonald's Restaurants

Fabio Conti
Vice President
The Fabiolus Café

Arthur Stroyman
Secretary
*Kilroy Realty
Corporation*

Kitty Gordillo
Treasurer
Hollywood YMCA

David Calabrese
CIM Group

Charles Eberly
The Eberly Company

Brian Folb
Paramount Contractors

Chase Gordon
Avison Young

Bill Humphrey
*Hudson Pacific
Properties*

Melissa Logan
Amoeba Music

Elizabeth McDonald
*The Los Angeles
Film School*

Michael Nourmand
Nourmand & Associates

Michael Pogorzelski
AMPAS

Fred Rosenthal
Ametron

Joyce Williams-Maxwell
Emerson College

★★★

Kerry Morrison
Executive Director

August 17, 2015

TO: Miranda Paster
Administrative Services Division
Office of the City Clerk

FROM: Kerry Morrison, Executive Director
Sunset & Vine Business Improvement District

SUBJECT: Second Quarter Report – April 1, 2015 to June 30, 2015



Pursuant to our agreement with the City of Los Angeles, I am submitting our Second Quarter Report on behalf of the Central Hollywood Coalition Board.

I. Operational Issues

- The annual financial review was presented to the board at their May 12, 2015 meeting by Uriel Reyes of RBZ. The report was approved and forwarded to the city.
- Update Whistleblower forms were distributed to the board at their May 12 meeting.
- The board voted to institute a 0.5% assessment increase at the June 9, 2015 meeting. This will be applied to 2015-16 assessments.

II. Security

- At the April board meeting, the board authorized allocating a portion of the security budget to allow for the hiring of a dispatcher in the BID security office. The cost of the dispatcher (\$38,000) will be shared between the HED budget (\$25,000) and the Sunset budget (\$13,000).
- During this quarter, a website was created, www.hollywoodsafesidewalks.com, to encourage people to not give money to panhandlers, and to educate visitors that the street characters and CD vendors are not authorized by the city or the adjacent properties, and tips are voluntary. Information cards are also being created to distribute.
- Public hearings were held during this quarter to seek input on a proposal to create a citywide sidewalk vending ordinance. Staff and board representatives attended all four hearings to express lack of support for a city wide sidewalk vending ordinance. At the June 9, 2015 meeting, the board authorized a donation of \$2,500 to the "Coalition for Small Business" organizing effort to represent the voices of the business community and BIDs.
- On April 17, Kerry Morrison participated in a meeting with State Senator Carol Liu and several other BIDs from LA area. The purpose was to describe in a face to face meeting why BIDs are opposed to her legislation, SB 608, the Right to Rest Act.

- First quarter statistics are as follows:

Category	Q2	Year to Date
Arrests	56	122
Radio Calls	738	1,271
Business Contacts	1,565	3,480
Citizen Contacts	2,827	5,114
Homeless Referrals	587	817

III. Marketing

- The Hollywood Entertainment District was well represented at an event organized by BISNOW called "The Future of Hollywood," held at the W Hotel on April 29, 2015. Kerry Morrison was a keynote speaker, and over 300 people attended. The Sunset & Vine BID was a co-sponsor, along with the Hollywood Entertainment District BID.
- The fourth annual Sunset & Dine event was scheduled for September 30 and will be held on the campus at BuzzFeed.

IV. Streetscape & Planning

- The Streetscape Committee conducted a walk-through of the entire Hollywood Entertainment District on April 21, to conduct a visual inventory of conditions throughout the District in need of attention.
- At the May board meeting, the staff presented a complete punch list of several hundred items that needed to be addressed. These items were divided into the following categories:
 - a. Immediate – easy fixes which could be done under the Maintenance Contract
 - b. Long Term – items such as sidewalk/curb repair, refurbished light poles, etc.
 - c. Special Projects such as standardized tree wells, public art, etc.
Specifically, at the June meeting, Severson reported that a tree well inventory would be done to identify every well that needed attention. An inventory of broken or impacted street light fixtures will also be prepared with the help of an intern.

- A walk-through of one ATT property was conducted with ATT, the council office, LAPD, Cal Trans, CHP and State Senator DeLeon's office on June 29 to look at the offramp near Van Ness and Sunset Blvd. There is a chronic homeless encampment there, with panhandling happening as people wait to exit the freeway. The property located at DeLongpre and Gower was also inspected for improvements relative to street trees, landscaping and painting of the building.
- Staff advised the board at the May meeting about funding that is available to complete several projects associated with the Hollywood Crossroads streetscape and pedestrian amenity plan. According to the city, approximately \$2.4M is available to fund important improvements along Vine Street (from Sunset to Fountain); Highland (from Franklin to Sunset) and Hollywood Boulevard (from Sycamore to Serrano).
- Over the course of this quarter, progress was made in identifying the suspect involved in vandalizing freshly planted trees along Vine Street. The suspect was scheduled to appear in court on May 19, 2015. He did not appear so a bench warrant was issued for his arrest.
- Over this quarter, the committee met with Do Art Foundation to learn about opportunities to collaborate around the creation of public art in the two BIDs.
- Staff applied for a \$5,000 grant from DWP for the purpose of filling tree wells that are trip hazards and below grade with decomposed granite.
- Attempts were made during this quarter to reach out to property owner and Bank of America at SW corner of Sunset and Vine re/ need to trim three massive Ficus trees at that location.

V. Other

- Joe Mariani has been attending various meetings and focus groups organized by Youth Policy Institute around planning for the Promise Zone and Choice Neighborhood.
- Joe Mariani attended the annual Chamber planning retreat in April representing both BIDs.
- Staff participated in a planning retreat for Hollywood 4WRD held on April 13.
- On June 24, Morrison participated in a panel at the annual Chamber Economic Development Summit.
- Former board member and President, Craig Donahue, passed away during this quarter. Representatives from the BID attended a memorial service in Beverly Hills on May 12, 2015.

CENTRAL HOLLYWOOD COALITION PROJECTED CASH FLOWS 2015

As of 6/30/2015 YTD Actual (updated 7/9/15)

	Actual												Projection												Total	
	January	February*	March	April	May	June	July	August	September	October	November	December	2015													
Receipts																										
Balance Forward from 2014																									114,637	
Property Assessments	114,637		663,609			633,016	104,779		62,732	62,732															1,506,928	
Grant Income																									2,887	
Receivables, Penalties & Prior Assessments																									400	
Estimated Interest Income Wells Fargo																									2,500	
Estimated Interest Income County & City																										
Total Projected Receipts	114,634	7	663,763	23	21	632,612	104,203	62	63,066	62,764	62	1,123													1,827,362	
Expenditures																										
1 Neighborhood Issues																										
a Security	71,575	57,677	60,659	69,312	61,991	74,978	67,301	67,301	67,301	67,301	67,301	67,301	67,301	67,301	67,301	67,301	67,301	67,301	67,301	67,301	67,301	67,301	67,301	67,301	800,000	
b District Maintenance	30,834	30,834	30,834	30,834	30,834	30,834	32,499	32,499	32,499	32,499	32,499	32,499	32,499	32,499	32,499	32,499	32,499	32,499	32,499	32,499	32,499	32,499	32,499	32,499	380,000	
c Beautification (including \$50k reserve)	319	(1,761)	7,006	498	450	112	12,916	12,916	12,916	12,916	12,916	12,916	12,916	12,916	12,916	12,916	12,916	12,916	12,916	12,916	12,916	12,916	12,916	12,916	64,222	
d Marketing		1,004		1,948			6,175	6,175	6,175	6,175	6,175	6,175	6,175	6,175	6,175	6,175	6,175	6,175	6,175	6,175	6,175	6,175	6,175	6,175	40,000	
2 Management Contract																										
	13,063	13,063	13,063	13,063	13,063	13,063	13,564	13,564	13,564	13,564	13,564	13,564	13,564	13,564	13,564	13,564	13,564	13,564	13,564	13,564	13,564	13,564	13,564	13,564	160,000	
3 Office Expense																										
	16	16	35	25	15	15	147	147	147	147	147	147	147	147	147	147	147	147	147	147	147	147	147	147	1,000	
4 Professional Services																										
a Consultants			813				696	696	696	696	696	696	696	696	696	696	696	696	696	696	696	696	696	696	696	5,000
b Accounting	152		476	801	806	319	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	12,000	
c Legal							833	833	833	833	833	833	833	833	833	833	833	833	833	833	833	833	833	833	833	8,000
d Insurance	5,350	5,100					812	812	812	812	812	812	812	812	812	812	812	812	812	812	812	812	812	812	812	15,000
5 City Fees																										
			30,243																							30,243
6 a Contingency							2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	16,000	
b Delinquency							12,667	12,667	12,667	12,667	12,667	12,667	12,667	12,667	12,667	12,667	12,667	12,667	12,667	12,667	12,667	12,667	12,667	12,667	76,000	
Total Projected Expenditures	121,326	108,977	143,987	118,000	106,859	119,341	161,680	161,680	161,680	161,680	161,680	161,680	161,680	161,680	161,680	161,680	161,680	161,680	161,680	161,680	161,680	161,680	161,680	161,680	1,824,465	
Cash for the Current Month	(6,674)	(104,879)	540,066	(116,477)	(106,839)	413,471	16,322	(151,829)	(66,025)	(69,066)	(161,829)	(146,378)	(161,829)	(161,829)	(161,829)	(161,829)	(161,829)	(161,829)	(161,829)	(161,829)	(161,829)	(161,829)	(161,829)	(161,829)	2,887	
Carryover Cash for the Current Year	(6,674)	(113,544)	428,422	309,846	203,107	616,676	632,901	461,073	393,047	303,951	182,123	96,887	182,123	182,123	182,123	182,123	182,123	182,123	182,123	182,123	182,123	182,123	182,123	182,123	96,887	
Unallocated Roll-Over Amt from 2014	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	96,887	
Total Net Cash	89,923	(17,048)	833,016	406,541	289,704	713,175	729,487	577,689	469,544	400,546	246,720	99,464													99,464	

Note - temporary book negative balance due to delayed processing of first disbursement from the City

Management Plan		2015 Budget		Actuals to Date	
%	\$	%	\$	%	\$
52.4%	651,362	49.2%	600,000	49.5%	396,182
23.5%	381,567	23.4%	380,000	48.7%	185,004
4.1%	66,603	5.3%	85,743	9.6%	8,246
2.6%	40,000	2.5%	40,000	7.4%	2,952
12.2%	197,635	12.2%	198,000	46.5%	82,064
1.7%	27,618	1.8%	28,722	105.3%	30,243
0.7%	11,305	1.0%	16,000		
2.6%	45,972	4.7%	76,000		
100.00%	1,634,465	100%	1,634,465	44.0%	714,703